

The Importance of Marketing During a Recession

by Andy Naarai

“Marketing money is like fuel in a car”, says Sergio Zyman, CEO of Atlanta based Zyman Marketing Group Inc. and former chief marketing officer of Coca Cola. “You take fuel out of the tank, the car stops. You take the marketing out of the brand, the brand stops.”

During times like these, many businesses and organizations may consider their marketing dollars a budget expense that is very easy to cut back on. This often stems from the difficulty most people have in easily calculating the actual return-on-investment produced by marketing expenditures.

Sometimes we need to remind ourselves of both the short-term and long-term benefits of these investments. For the short-term, marketing creates sales immediately; it generates business from current customers; and it brings in new leads and prospects. This immediate response is especially vital when combating sluggish sales.

In the long-term, marketing works cumulatively by building awareness and “brand equity” in the marketplace. People don’t like to do business with strangers and are wary of unknown product offers. The more familiar people become with a business or a product offer, the more favorable they feel toward it, and the more likely they are to patronize it. It is especially critical to maintain this type of marketing in periods of economic slow-down, for it is based upon momentum, and only those who have been consistent will capitalize on the eventual upswings to follow.

Perhaps the best reason to keep marketing during a recession is that it can provide an opportunity for companies or products to dominate their market. A false assumption is that it’s safe to reduce marketing spending as long as the competition is reducing theirs. However, research shows that companies maintaining or increasing marketing during periods of economic slow-down will actually boost market share.

MOCA Use Survey Status Update

by Donald P. Gallo, Esq., P.E. &
Jeffrey A. Morris, Esq., P.E.

The PMA is currently undertaking a study of occupational exposure to 4,4'-methylene-bis (2-chloroaniline) (“MOCA”) of employees working in U.S. cast urethane processor facilities. We believe this study will be very important, as MOCA is under increasing review from regulators. A critical assessment of current practice in the U.S. is important to continued improvement of safe handling practices and worker protection. The PMA safe MOCA use program has been in practice for decades with urinalysis monitoring and personal protective measures in place. One purpose of this study is the critical review of PMA’s MOCA use program and PMA’s proposition that MOCA is safe when handled utilizing appropriate workplace protective measures. PMA member responses to the survey will be critical to documenting the safe use of MOCA and demonstrating that existing occupational controls are protective of worker’s health.

The PMA distributed surveys to 53 MOCA cast urethane processor members earlier this year and has received many responses. However, to make this study as meaningful as possible, we would like to obtain full participation. If you received a survey and have not yet completed it, we ask that you do so as soon as possible. All company-specific data will be removed from the surveys prior to sending them to the research team compiling the data, so your survey data will be handled confidentially. Furthermore, only summary data will be used in the study report, so no company names or other identifiers will be used.

Thank you for your assistance with this important project. Please do not hesitate to call Carletta Fowle (847-977-8251) if you have any questions about completing the survey, or call Don Gallo (262-951-4555) or Jeff Morris (262-951-4574) if you have any questions about how the PMA intends to use the survey or the protection of individual company confidentiality.

Finally, please note that the PMA Officers and Board of Directors recently approved a similar study regarding review and assessment of historic and current exposures to TDI at cast urethane processors. Additional details regarding this TDI study will be forthcoming.

PMA Website Access

The members’ only section of the web site is **NOW AVAILABLE** to ALL employees of member companies. If you would like your staff to have access, please contact Tiffany at info@pmahome.org.